



WEWS

ORDER

Flight Dates **10/15/12-10/23/12**

Contract / Revision **314569 /** **NRSC & Authorized by Mandel For**

Original Date / Revision
10/12/12 10/22/12

Advertiser **NRSC - Mandel / Republican**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product
NRSC & Authorized by Mandel For

Agency Com 15%
Billing Contact

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **10.15 to 10.23.12**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share 100% Market Value 86600

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 82 | \$73,610.00 | \$86,600.00 | 0.00 |
| Totals | 82 | \$73,610.00 | \$86,600.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/23/12 | 82 | \$73,610.00 | \$86,600.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WEWS | 10/15/12 | 10/23/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 5 | \$650.00 | P-2 | 0.00 | NM | 8 | \$5,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 6 | | \$650.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MT----- | 2 | | \$650.00 | | 0.00 | | | | | | |
| N 2 | WEWS | 10/15/12 | 10/23/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 5 | \$700.00 | P-2 | 0.00 | NM | 9 | \$6,300.00 |



WEWS

Print Date: 10/22/12

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Contract / Revision **314569** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/22/12

Order Sep 00:20:00

Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Man** Estimate # **10.15 to 10.23.12**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|-------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 2 | WEWS | 10/15/12 | 10/23/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 5 | \$700.00 | P-2 | 0.00 | NM | 9 | \$6,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 6 | \$700.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 3 | \$700.00 | | 0.00 | | | |
| N 3 | WEWS | 10/15/12 | 10/23/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 4 | \$650.00 | P-2 | 0.00 | NM | 6 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWT--- | | | | | 4 | \$650.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$650.00 | | 0.00 | | | |
| N 4 | WEWS | 10/15/12 | 10/23/12 | M-F 11-12p M-F 11-12p | CM | 11a-12p | MTWTF-- | :30 | 4 | \$350.00 | P-3 | 0.00 | NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWT--- | | | | | 2 | \$350.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$350.00 | | 0.00 | | | |
| N 5 | WEWS | 10/15/12 | 10/23/12 | M-F 12-1230pm News 12-1230p News | CM | 12-1p | MTWTF-- | :30 | 4 | \$1,000.00 | P-2 | 0.00 | NM | 6 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWT--- | | | | | 4 | \$1,000.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| N 6 | WEWS | 10/15/12 | 10/23/12 | M-F 1-2p M-F 1-2p | CM | 1-2p | MTWTF-- | :30 | 3 | \$650.00 | P-2 | 0.00 | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M-WT--- | | | | | 2 | \$650.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$650.00 | | 0.00 | | | |
| N 7 | WEWS | 10/15/12 | 10/23/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | MTWTF-- | :30 | 4 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 8 | WEWS | 10/15/12 | 10/23/12 | M-F 3-4p Katie M-F 3-4p Katie | CM | 3-4p | MTWTF-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --W---- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 9 | WEWS | 10/15/12 | 10/23/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | MTWTF-- | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 4 | \$3,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M-W-F-- | | | | | 3 | \$900.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 10 | WEWS | 10/15/12 | 10/23/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | MTWTF-- | :30 | 5 | \$1,200.00 | P-2 | 0.00 | NM | 7 | \$8,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| N 11 | WEWS | 10/15/12 | 10/23/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 4 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -T-T--- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| N 12 | WEWS | 10/15/12 | 10/23/12 | M-F 7-730p 7-730p The List | CM | 7-730p | MTWTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |



WEWS

Print Date: 10/22/12

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Contract / Revision **314569** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/22/12

Order Sep 00:20:00

Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Man** Estimate # **10.15 to 10.23.12**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 12 | WEWS | 10/15/12 | 10/23/12 | M-F 7-730p 7-730p The List | CM | 7-730p | MTWTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -TWT--- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| N 13 | WEWS | 10/15/12 | 10/23/12 | M-F 730-8P 730-8p Let's Ask America | CM | 730-8p | MTWTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT-TF-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N 14 | WEWS | 10/15/12 | 10/23/12 | M-SU 11-1135P Late News M-SU 11-1135P Late New | CM | 11-1135p | MTWTF-S | :30 | 5 | \$2,400.00 | P-2 | 0.00 | NM | 7 | \$16,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$2,400.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 2 | \$2,400.00 | | 0.00 | | | |
| N 15 | WEWS | 10/15/12 | 10/23/12 | Friday Prime C Friday Prime C | CM | 10-11p | ----F-- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | ----F-- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 16 | WEWS | 10/15/12 | 10/23/12 | SA GMA 8-9a SA GMA 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | | | | 1 | \$700.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 17 | WEWS | 10/15/12 | 10/23/12 | LN after Sports LN after Sports | CM | 11p-130x | -----S- | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 18 | WEWS | 10/15/12 | 10/23/12 | SU GMA 8-9A SU GMA 8-9A | CM | 8-9a | -----S | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | | | | 1 | \$900.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 19 | WEWS | 10/15/12 | 10/23/12 | SU 6-630p News SU 6-630p News | CM | 6-630p | -----S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 20 | WEWS | 10/15/12 | 10/23/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | MTWTF-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 21 | WEWS | 10/15/12 | 10/23/12 | Sa 6a-8a News Sa 6-8a News | CM | 6-8a | -----S- | :30 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | | | | 2 | \$550.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| N 22 | WEWS | 10/15/12 | 10/23/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | MTWTF-- | :30 | 2 | \$1,600.00 | P-1 | 0.00 | NM | 2 | \$3,200.00 |



WEWS

Print Date: 10/22/12

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Contract / Revision **314569** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

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Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Man** Estimate # **10.15 to 10.23.12**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------|-------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N22 | WEWS | 10/15/12 | 10/23/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | MTWTF-- | :30 | 2 | \$1,600.00 | P-1 | 0.00 | NM | 2 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/15/12 | 10/21/12 | - TWTF-- | | 2 | | \$1,600.00 | | 0.00 | | | | | |
| | Week: | 10/22/12 | 10/28/12 | ----- | | 0 | | \$0.00 | | 0.00 | | | | | |
| Totals | | | | | | | | | | | | | | 82 | \$86,600.00 |